

Planful for Marketing

Your operational marketing plan

Only Planful for Marketing consolidates your strategic marketing and execution in one platform that houses your goals, campaigns, budget, expenses, and performance metrics for better visibility, collaboration, and true agility.



Build

- Goals-based planning
- Apply success metrics
- Allocate budget



Execute

- Run campaigns
- Manage expenses
- Team collaboration



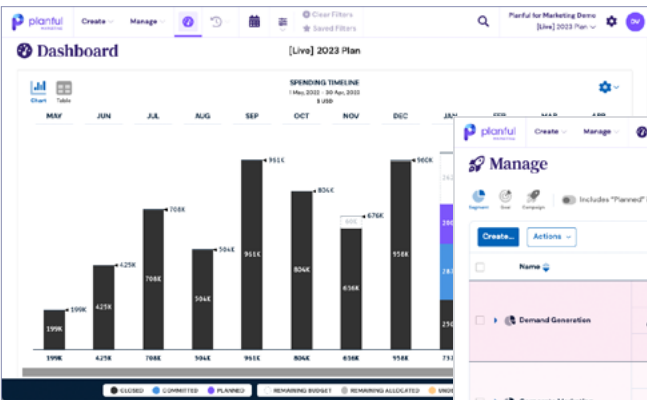
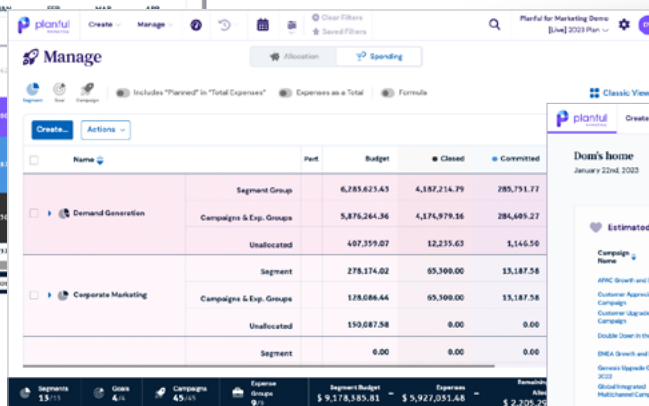
Measure

- Plan effectiveness
- Campaign success
- Budget impact (ROI)

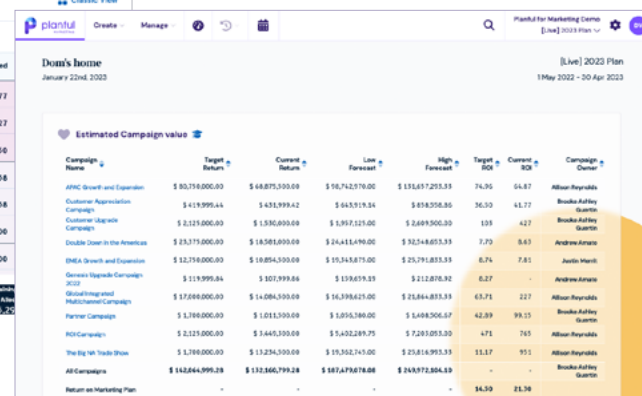


Improve

- Revise goals
- Modify your plan
- Reallocate budget

Name	Part	Budget	Closed	Committed
Demand Generation	Segment Group	6,285,623.43	4,187,214.79	285,751.77
	Campaigns & Exp. Groups	5,876,264.36	4,174,979.16	286,609.27
	Unallocated	407,359.07	12,239.63	1,146.50
Corporate Marketing	Segment	278,374.02	65,300.00	13,187.58
	Campaigns & Exp. Groups	178,086.44	65,300.00	13,187.58
	Unallocated	150,087.58	0.00	0.00



Campaign Name	Target Return	Current Return	Low Forecast	High Forecast	Target ROI	Current ROI	Campaign Owner
APAC Growth and Expansion	\$ 80,770,000.00	\$ 68,875,500.00	\$ 16,742,070.00	\$ 135,657,205.33	74.36	64.87	Allison Reynolds
Customer Acquisition Campaigns	\$ 119,999.44	\$ 45,999.42	\$ 64,5319.34	\$ 89,5306.86	36.50	41.77	Brooke Adley
Customer Upgrade Campaigns	\$ 2,125,000.00	\$ 1,530,000.00	\$ 1,937,125.00	\$ 2,669,500.00	103	42.7	Brooke Adley
Double Click in the Americas	\$ 23,775,000.00	\$ 18,581,000.00	\$ 24,414,990.00	\$ 36,548,853.33	7.70	6.63	Andrew Arano
DMA Growth and Expansion	\$ 12,750,000.00	\$ 10,854,500.00	\$ 15,344,875.00	\$ 25,791,853.33	6.74	7.81	Justin Marsh
Google Remarketing Campaigns	\$ 119,999.84	\$ 107,999.84	\$ 139,679.33	\$ 212,070.92	6.27	-	Andrew Arano
Global Integrated Multichannel Campaigns	\$ 17,880,000.00	\$ 14,084,500.00	\$ 16,398,625.00	\$ 21,864,833.33	63.71	22.7	Allison Reynolds
Partner Campaigns	\$ 1,788,000.00	\$ 1,041,500.00	\$ 1,056,388.00	\$ 1,688,506.67	42.89	39.15	Brooke Adley
RH Campaigns	\$ 2,125,000.00	\$ 1,645,500.00	\$ 1,622,289.75	\$ 1,720,053.50	471	74.5	Allison Reynolds
The Big Kahuna Show	\$ 1,788,000.00	\$ 1,124,500.00	\$ 1,352,743.00	\$ 2,316,393.33	11.17	10.1	Allison Reynolds
YIP Campaigns	\$ 142,844,999.28	\$ 112,340,793.28	\$ 887,476,878.00	\$ 249,972,884.33	-	-	Brooke Adley
Return on Marketing Plan	-	-	-	-	14.39	21.36	-

Visibility of all your strategic marketing in one place

Agility to quickly modify plans and campaigns

Team collaboration on campaigns and budget

Efficiency and Accuracy from automated budget management

Better decision-making by measuring CPO, ROI, and LTV

Optimize By Operationalizing Your Marketing Plan

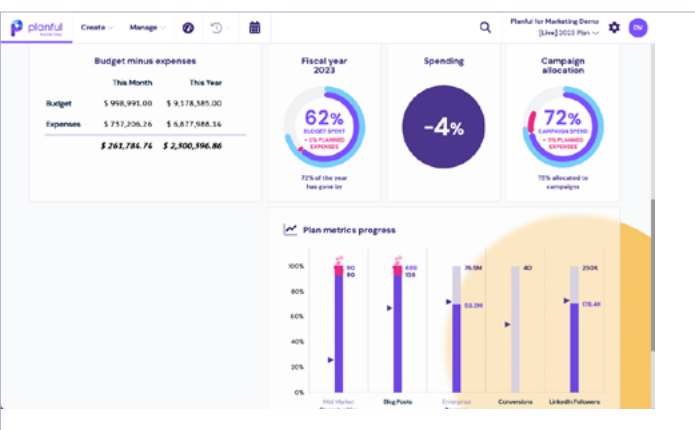
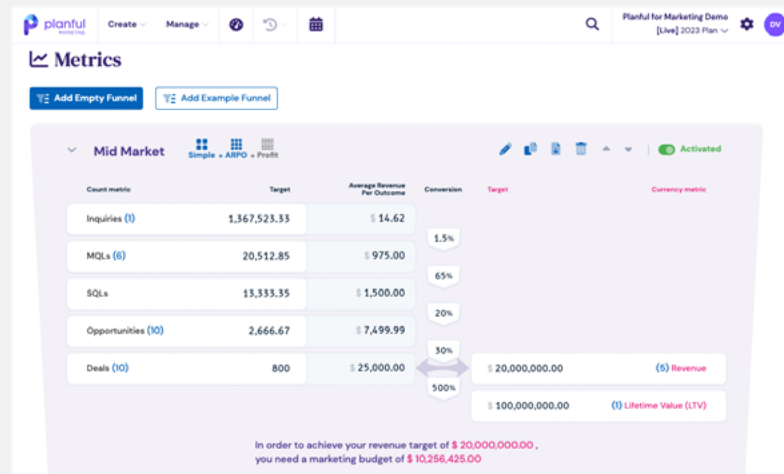
Name	Part	Budget	Closed	Committed	Total Remaining
APAC Growth and Expansion		1,043,054.40	1,044,824.83	825.04	17,404.51
Content Campaign		14,586.44	100.00	687.58	15,798.86
Customer Appreciation Campaign		11,200.00	100.00	10,000.00	1,100.00
Customer Upgrade Campaign		20,513.59	2,055.40	1,518.73	16,739.46
Developer Awareness - Banner Ads		117,000.00	61,000.00	8,000.00	48,000.00
Double Down in the Americas		2,647,066.90	1,858,159.33	70,800.21	739,127.36
EMEA Growth and Expansion		1,349,050.00	1,082,600.00	150,100.00	76,350.00

Build Comprehensive Marketing Plans

- Create detailed plans that include goals, metrics, and campaigns
- Marketing funnel for automatically calculating your plan metrics
- Manage overall marketing plan all in one screen for full visibility
- Optimize your marketing with agile replanning

Marketing Campaign and Channel Management

- Manage campaign goals, execution, and measurement
- Forecast and track campaign marketing ROI
- View and control campaign and marketing channel budgets
- Campaign management of tasks, content, and calendar



Automated Budget and Expense Management

- Never manage your expenses again – eliminate spreadsheets
- Automated expense entry and reconciliation
- Manage multiple currencies, splits costs, POs, invoice numbers
- Detailed expense tracking for 100% accuracy

planful Create Manage

Planful for Marketing Demo [Live] 2023 Plan 11 May 2022 - 30 Apr 2023

Dom's home January 22nd, 2023 [Live] 2023 Plan 11 May 2022 - 30 Apr 2023

Estimated Campaign value

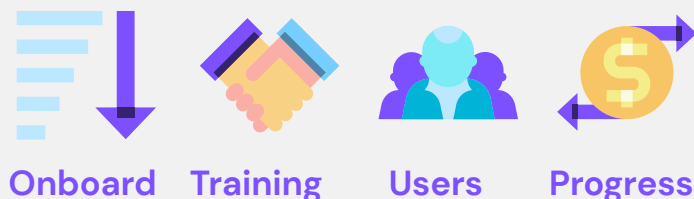
Campaign Name	Target Return	Current Return	Low Forecast	High Forecast	Target ROI	Current ROI	Campaign Owner
APAC Growth and Expansion	\$ 80,750,000.00	\$ 68,875,000.00	\$ 92,742,070.00	\$ 133,672,253.33	74.9%	64.87	Allison Reynolds
Customer Acquisition Campaign	\$ 419,999.44	\$ 431,999.42	\$ 643,919.14	\$ 856,558.86	36.38	41.77	Breake Ashley Guerin
Customer Lifetime Campaign	\$ 2,125,000.00	\$ 1,530,000.00	\$ 1,957,125.00	\$ 2,665,500.00	183	427	Breake Ashley Guerin
Double Down in the Americas	\$ 23,375,000.00	\$ 18,361,000.00	\$ 24,114,950.00	\$ 32,448,653.33	7.78	6.87	Andrew Armita
EMEA Growth and Expansion	\$ 12,750,000.00	\$ 10,854,500.00	\$ 15,343,875.00	\$ 25,791,633.33	6.74	7.81	Justin Harst
Genex (Legacy) Campaign 2022	\$ 119,999.84	\$ 107,999.84	\$ 159,679.19	\$ 212,818.92	8.27	-	Andrew Armita
Global Integrated Multichannel Campaign	\$ 17,000,000.00	\$ 14,004,500.00	\$ 16,798,625.00	\$ 21,884,653.33	65.71	227	Allison Reynolds
Partner Campaign	\$ 1,700,000.00	\$ 1,611,500.00	\$ 1,656,180.00	\$ 1,808,568.87	42.89	59.15	Breake Ashley Guerin
ROIC Campaign	\$ 2,125,000.00	\$ 1,649,500.00	\$ 1,802,289.15	\$ 2,203,053.80	471	765	Allison Reynolds
The Big M Trade Show	\$ 1,700,000.00	\$ 1,132,500.00	\$ 1,516,245.00	\$ 2,516,983.33	11.17	951	Breake Ashley Guerin
All Campaigns	\$ 142,064,999.28	\$ 112,160,799.28	\$ 147,179,078.68	\$ 245,972,104.16	-	-	Breake Ashley Guerin
Return on Marketing Plan	-	-	-	-	14.58	25.50	

Measure Performance Metrics & Spend Effectiveness

- Calculates cost per outcome (CPO), ROI, and lifetime value
- Measure performance at the plan, campaign, and channel level
- Set milestones to track progress against your goals
- Budget dashboard for tracking spend by timeline and segment

Planful for Marketing Makes it Easy to Onboard, Use, and Improve

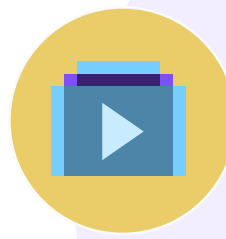
- Get up and running quickly
- Full-service onboarding and set-up
- Consultative bi-weekly meetings
- Unlimited product training for best practices



Automate Marketing Data with CONNECT Integrations

- Planful for Marketing offers CONNECT integrations to leading systems
- Integrations automatically pull metrics for ROI calculation
- Expenses are pulled in real-time and categorized
- Integrations take less than 5 minutes to implement





[Schedule a demo](#) to see how Planful for Marketing's Operational Marketing Platform will improve your performance.

Planful for Marketing is Fully Featured for Maximum Benefit

Achieve Operational Marketing Excellence. Planful for Marketing is cost-effective, fully-featured, and provides immediate payback. Planful for Marketing's all-in-one platform includes detailed training and superior support.

Key Features

Planful for Marketing

Marketing Planning



Goals Management



Marketing Funnel



Marketing Campaign and Channel Management



Project and Content Management



Budget Management



Automated Expense Management



Automated ROI and Metrics Tracking



Onboarding and Training



Full Service Set-up and Implementation



Bi-weekly Consultative Meetings



Quarterly Strategy Reviews



Support



CONNECT Integrations included for: Facebook, LinkedIn, Google Ads



**All other integrations sold separately*